

## ABSTRACT OF THE DISCLOSURE

A container apparatus for simultaneously housing a product and a premium, the apparatus comprising a carton and a premium item. The carton includes a front panel, a back panel and two opposing side panels defining an interior region, and a top closure and a bottom closure for enclosing a product within the carton. A recessing flap is formed in an originating panel selected from at least one of the front panel, back panel and two opposing side panels to form a recessed cell in the carton which is at least partially separated from the interior region of the carton. The recessed cell spans the originating panel and at least one adjacent access panel in the container which is positioned adjacent to the originating panel -- to allow access to the recessed cell from outside the carton through at least two adjacent sides of the carton. The premium item is received in the recessed cell such that the premium item is likewise accessible from at least two sides of the carton. The premium item may be selected from a number of different configurations, and may include an interactive element capable of manipulation without interfering with the interior region of the carton, to enable facilitated viewing and/or playing of a premium without detachment of the premium from the carton.